The Role Of Media And Social Communication In Raising Awareness And Culture Of Society To Prevent Crime

Dr. Medhat Abu Bakr Suleiman

Abstract

The media and social networking sites have become a distinct reality imposed on society, as they have become able to penetrate spatial and temporal barriers, reach all people in all parts of the earth, and engage in the societal environment, thus forming a virtual society.! It has its own rules and laws that work to direct its movement according to modern communication mechanisms and techniques, which have achieved superiority over traditional means of communication and media, through ease of use and speed in transmitting information and news. Despite the many advantages that modern media have, they have drawbacks, which consist of using it for purposes that may be illegal or hostile to the morals of society. Therefore, this research paper discusses the problem of media ideology and social networking sites, and their role in creating awareness And public culture to prevent and reduce crime, according to purposeful persuasive mechanisms that rely on media strategies to build awareness and security culture among members of society, and provide them with the skills to deal with these media messages in their various forms, and to address their contents in a scientific manner that is compatible with societal and security developments to prevent and reduce crime.

1. Introduction

The world has witnessed great developments in all areas and fields, especially the technological field. Among the doors that these developments have knocked on, we find media and communication technology. Despite the recent emergence of this technology in our Arab societies, it ha[1]s, without dispute, been able to impose its presence in the life of every individual. It has contributed the contemporary development in the exchange of ideas and information has led to acceptable and unacceptable behaviors in all areas related to the security of the individual and society, as the difference between the positives and negatives of technology in the modern era depends on the way the individual uses it.

There is no doubt that there is a growing interest at the Arab and international levels in the role of the media, digital and mobile media, and social media in all parts of the world, as their role has increased recently among members of societies. They are no longer limited to being a window for social and cultural communication between individuals, but rather

---

Sharjah Police Sciences Academy

have become an integral part. It is indispensable, and it has become one of the public lifestyles in contemporary life that is employed in many areas of daily life, and it has become the most important tools of influence in the process of shaping awareness and creating and shaping public opinion, especially with the younger generations, and excessive use of these sites may lead to the decline of the system. Value is a result of being influenced by open cultures, the most dangerous of which is the spread of crimes in their various forms, which developed in conjunction with developments in interactive communication technology techniques.

1.1 The problem of the study and its questions:

In this context, the problem of the study centers on the impact of the media and social networking sites in preventing and reducing crime, and we summarize it in the following questions:

> 1-2: What is the role of media and social communication among individuals in contemporary societies?
>
> 2-2: What is the nature of its influence in the process of shaping awareness and creating and shaping public opinion?
>
> 3-2: To what extent does it contribute to spreading awareness and security culture among members of society to reduce crime?
>
> 4-2: What challenges do media and social media pose to reduce crime?
>
> 5-2: What are the most prominent international experiences and efforts in the field of using media and social communication to reduce the spread of crime?

1.2 The importance of the study and its objectives:

The importance of this study lies in identifying the strength of the influence of new media on the recipient intellectually, culturally and behaviorally, and the extent of its ability to create social awareness and security culture to prevent anti-social behaviors, and thus prevent and reduce crime by placing events and issues within specific contexts and addressing their contents scientifically. It is logical for the societal and security messages and values presented through the media Away from all influence and guidance.

1.3 Study curriculum:

This study will be based on the inductive descriptive approach in describing and extrapolating Arab and international information and experiences about the role of media and social communication and the mechanisms they use to interactively influence their recipients, and analyzing their role in creating a virtual reality with all the interactive communication means and techniques it possesses.

1.4 Study topics:

The focus of the scientific paper is on a number of main topics, including:

> 1-5: The role of the general and specialized media sector in media and social communication.
>
> 2-5: The nature of the influence of the media and social communication in the process of shaping awareness, creating public opinion, and influencing it.
>
> 3-5: Contributions of the media and social communication in spreading awareness and security culture among members of society to prevent and reduce crime.
>
> 4-5: Challenges posed by the media and social communication to reduce crime.
>
> 6-5: Arab and international experiences and practices that enhance their role in reducing crime.
>
> 7-5: Findings, recommendations, and procedural mechanisms.

2. The role of the general and specialized media sectors, media, and social media

The advanced media system reflects the level of development of countries' economies, and governments must invest in the latest technical solutions for the media sector in the future whereThe media and social communication have become the primary means that shape the

attitudes of members of global societies towards daily life topics and situations, whether on the social, economic, or political aspects, and thus security at all levels. These means are used through their positive dimensions in organizing the integrated social structure for the benefit of the individual and society. In various areas of contemporary life, with the aim of fortifying societies and reducing crime.

Considering this, the media of all kinds play a major role in shaping societal awareness among a large segment of individuals on the one hand, and societies on the other hand, whether the message is negative or positive. The media is a double-edged sword. It either contributes to strengthening and consolidating sound values and customs, Or it may be a tool to destroy it, and from this standpoint it falls on the responsibility of those in charge of this machine, as social media such as Facebook, Twitter, YouTube, and Instagram are very popular in the country.most of the world's nations, It is also used On a large scale, whether by individuals or by government agencies.

The positives lie in the speed of access News and Information, eliminating geographical obstacles and distances, and showing the social or human face of events. While I see that the disadvantages of these methods lie in treating them as a reliable source of information; And employ its tools to spread rumors or spread hatred, strife, and fanaticism. In addition to using these platforms to fabricate rumors and treat them as facts that are provided to followers and users.

Considering this, social media is distinguished from traditional media in that it is very highly interactive within moments and works to create group dialogues that include large numbers of participants. These means also give the power to any member of the public to become an independent media outlet. Bakkar pointed out that the increasing demand for these methods and the diversity of their tools will increase the negatives of these methods, which there is no way to avoid and overcome unless education and awareness campaigns are intensified.

3. What are the means of communication and social networking:

New media emerged as a broad term in the latter part of the twentieth century to include new media (New Media or Digital Media, which means a set of new digital methods and activities that enable us to produce, publish and consume media content in its various forms through electronic devices connected or not directly connected to the information network. This transformation has played a major and influential role. The influence of modern means of communication and media was highlighted after the communication revolution combined with technology within the framework of the World Wide Web (the Internet), especially since these means provide the property of interactivity and social networking sites (Social networking is a term given to a group of sites on the Internet. These sites appeared with the second generation of the Web. To help individuals communicate and interact in a virtual community environment that brings them together according to groups of interest, affiliation, or participation in a specific issue. Unsocial networks must have a social purpose, a commercial purpose, or both, through sites such as: (Facebook) (Twitter previously) (Instagram) (Pinterest). ((Meta Reports: 2022, p1

There is a definition for it as "a new group of online media that share certain characteristics such as: participation, where contributions and reactions blur the line between media and recipients, openness, where easy accessFor content without passwords or obstacles, two-way conversation, unlike traditional media, where information is broadcast in one direction, and gathering, where it is possible to gather quickly and interact with each other regarding topics of common interest."((KENTON: 2023, p1

4. The main factors behind the increasing influence of media and social networking:

Modern technological advances have occurred in the middle of the decade2019The last century was a qualitative shift and a real revolution in the world of communication. There is no doubt that the growing influence of media and social communication in the world in general and the Arab region in particular did not come from nowhere. Rather, it was the result of a group of factors and considerations, the most important of which is the continuous increase in the number of users of social media. Media and social communication in various aspects of life, which is clear when comparing these interactive averages of the global digital status of the uses of the most widely used media and social networking sites around the world during the past few years. In 2019, this number reached 3.5 billion users around the world, including Equivalent to about 45% of the total world population. ((Maryam: 2020, p18

This is in addition to how the changes in the "metaverse" affect the media, which contribute to changing the future by continuously contributing to the formation of better media content, the necessity of thinking creatively to adapt positively to the media momentum considering digital transformation, and the mechanisms for verifying digital media content. Through a multi-model approach to detecting fake news, with a commitment to delivering clear, direct, and not ambiguous messages through digital media platforms and technologies, with the aim of meeting the audience's requirements and enhancing communication with them on an ongoing basis to ensure access to various segments of society. (https://almalnews.com)

So that the media forms a part! An important part of society and plays an active role in its development that the media and social communication are distinguished from other traditional media outlets by their diversity and flow of information, in addition to interactive communication and dialogue with many individuals. Thus, they have become an effective means of communication for influence, interaction, and communication across borders without restrictions or censorship except in a limited manner. This has led to the creation of new opportunities to commit crimes. New forms and methods of pattern Criminal behavior Which bear the nature of technological techniques.

In 2021, nearly 60% of the world's population uses the Internet worldwide, as lockdowns push...COVID-19" and social distancing measures for people and their spending other time on online platforms compared to before, as we can expect these behaviors to have a lasting impact even after the end of the epidemic, as there are approximately 60% of the total world population using the Internet, equivalent to 4.66 billion people, i.e. Nearly 7 hours a day using the Internet, an increase of 9% over last year. That is, 40% of our lives are spent using Internet-connected devices, with more than 98% of users of any social media platform using at least one of the other social platforms. (https://www.hootsuite.com/pages/digital-trends)

The number has arrived Followers and New users of social media and networking reached more than one billion over the past three years, with an increase of approximately 13% over the past year, bringing the global total to 4.2 billion. (https://bit.ly/33EOGjs).

We also find that the "Facebook website" platform topped the list of social networking sites used globally with 2 billion and 740 million users during the month of January 2021, and "YouTube" ranked second in the world with a total of about 2 billion and 291 million users, followed by "WhatsApp" in third place with 2 One billion users, and the "Messenger" platform came in fourth place with a rate of 1.3 billion users globally, followed by "Instagram" in fifth place on the list of the most used social networking sites in all countries of the world with a rate of one billion and 221 million users. (Al-Isai: 2021, p. 4)

With regard to the Arab world, the number of users of social networking sites reached 136.1 million people, or about 53% of the population of Arab countries Arab countries also outperform developed countries in the duration of Internet use by at least more than an hour and a half per day, as the UAE, Kuwait and Bahrain came at the forefront of the countries of the world and the Middle East on the list of countries with the highest usage, and all of these numbers exceed the global average set at 3 hours and 22 minutes. ; The average browsing time for a user in the UAE, for example, reached 3 hours and 53 minutes. In the Kingdom of Saudi Arabia, for example, it reached 4 hours and 14 minutes. In the Arab Republic of Egypt, it reached 3 hours and 55 minutes. In Morocco, the duration is 3 hours and 31 minutes. This indicates the growing importance of media and social networking for users in Arab countries. (Ismail: 2019, p. 64)

5. The nature of the influence of the media and social communication in the process of shaping awareness and creating and shaping public opinion.

Social media constitutes a qualitative shift in the world of digital media, as it has made the world a continuous village. Social media platforms have also begun to play a major role in building awareness, and have become an essential pillar for daily communication and receiving information for many people in the world, especially as they allow the creation and exchange of electronic content (Texts, pictures, videos, etc.)" over the Internet, and one of its most prominent characteristics is that it allows the creation of personal accounts for users and enables individuals to contact other users, whether they are friends, followers, groups, and other characteristics. With the significant increase in the number of users, various threats have increased with it. Which targets data security and user privacy and provides an important window for interaction between individuals, which has made this media, with its electronic means and media, more influential in forming and modifying their attitudes, and shaping their ideas and thus their societal behaviors. (About: 2012, p. 15)

With the increasing reliance on the Internet, social media platforms have begun to play a key role in building awareness and have become an essential pillar of daily communication and receiving information for many people in the world. There are those who use social media sites as a means of entertainment, spending time, and wasting time, and others have realized the power of the influence of social media, so use it in its positive and effective form. (Harbi: 2015, p. 3)

This confirms that the media and social networking have become the most important influential actors in shaping and modifying the attitudes of their users through their highly influential characteristics on the spatial and temporal scale, which may result in positive change in some aspects of life. However, on the other hand, they may fall under the influence of media misinformation. The negative impact on public opinion is a result of the lack of awareness of the legal violations committed through these networks and smart phone applications, as well as the legislative deficiency in addressing the effects of these violations and violations committed through them, especially in behavior that is hostile to the morals of society in various forms of influence or in the criminal areas that it can cause. The influence of the media and social communication in this regard (Al-Obaidi: 2021, p. 5)

Therefore, it has become important to establish controls and restrictions related to the ethics of publishing in the media and social networking sites It is a double-edged sword, and therefore everyone must be careful and careful when transmitting or circulating information, and the news transmitter must have a high degree of personal and humanitarian responsibility, as failure to adhere to ethics can lead to negative effects that

will destroy the lives of many especially In crises and disasters. (Skill: 2023, https://www.linkedin.com)

6. Contributions of the media and social communication in spreading awareness and security culture among members of society to reduce crime.

The media and social networking play an active role in creating and shaping public opinion where These sites provide opportunities! The security media serves by mobilizing public opinion to support the security sectors, promoting the values of citizenship, introducing the dangers and challenges surrounding society, spreading a culture of tolerance and rejecting violence, highlighting the efforts of the security sectors in combating crimes, and expanding the use of social networking sites by the security sectors for the purpose of dialogue and opening channels of communication. With the community. In addition to contributing to promoting ideas in society so that they have recognized social value, and then influenced their behavior and shaped their orientations. This influence is due to the ability of these means to influence quantitatively and qualitatively through repetition, as social media provides similar media messages. And repeated about an issue, so that this cumulative presentation leads to community members being convinced of it in the long term. (IdiotQ:2017, p. 20)

7. The role of the general and specialized media sectors, media outlets, and social media.

The media has become the primary means that shapes the attitudes of society members towards the daily life issues and situations that contemporary societies live and face in various social, economic, and political aspects, and thus their security implications, which requires the use of all multiple media in integrated social organization and construction to achieve the interests of the individual and society. In various areas of contemporary life, with their security dimensions and responsibilities, to confront and reduce the ranks of crime, and to reveal its social manifestations with the aim of improving the quality of life of societies, through several mechanisms represented by:

8. Spreading awareness and security culture among community members to reduce crime.

Employing modern communication technologies, such as social media, has played an essential role in developing the security sense and awareness among members of society. Therefore, it is important and necessary to work to maximize the benefit of the opportunities provided by social media, as they are the most important tools for strengthening the relationship between the police force and society. Contributing to supporting security efforts to combat crime and confront it before it occurs, as well as enhancing security stability and spreading reassurance among members of society. (Long live.) Y:2019, p. 12)

Police institutions in most countries, especially those developed in the field of digital technology, have invested in social media to address the public in accidents, fires, and emergency situations, and to report missing children in public places, and unidentified people who have been involved in traffic accidents that claimed their lives. There are many means and methods that It can contribute to this, so the media and social media have become a major partner in shaping public opinion through many roles such as:(lined upY:2014, p. 191)
  - Working to form users' awareness through media campaigns aimed at condensing knowledge to modify behavior by increasing the information sent to influence them, and forming their awareness of various issues, especially those related to community security.

- Social media applications provide wide possibilities for attracting, mobilizing, and promoting ideas through social media networks and platforms.
- Creating group dialogues that include large numbers of participants, as well as giving the power to any member of the public to become an independent media outlet.
- Contributing to the transmission, making, and editing of news, as well as influencing the formation of convictions about some issues, and thus forming public opinion towards specific issues because of interaction between its users who belong to diverse cultures.
- Addressing rumors originating from the media and social media, by applying sanctions on those who spread them, especially since these means are the ideal window for launching rumors that target individuals and countries alike.
- Employing modern communication technologies and the accompanying means of social media to develop awareness and sense of security, which strengthens the relationship between the police force and society and contributes to supporting security efforts to combat crime and confront it before it occurs, as well as enhancing security stability and spreading reassurance among members of society.

9. Challenges posed by the media and social communication to reduce crime.

The development of information and communications technology and the acceleration in scientific progress have created challenges to control this complex process in setting boundaries and standards to deal with the changing media space and digital communication technologies, as it has created many challenges, most notably the security challenges to prevent and reduce crime, so the media and social communication have become a tool and means of reducing of crime through the various digital contents published by these media outlets on various social media platforms; In addition to the ease and speed of the media and social networking in disseminating and circulating information and news very quickly due to the properties of instant broadcast and mass circulation that they enjoy.

And with increasing Current media challenges, including the younger generation's dependence on modern technologies to obtain news and the noticeable increase in their use of radio and television platforms, is that This significant increase contributes to bringing about positive changes at the level of global leadership in general and is keen to keep pace with all community opinions.

This is in addition to the aspects related to the methods and ways in which the media handle news and information related to anti-social behavior in order to reduce crimes, with the aim of achieving a social balance between making the most of the positive aspects of media coverage of this type of news and information and ensuring media regulatory regulation from a security perspective in order to avoid its negative aspects. As well as the possibility of benefiting from the contributions of social media in this field with the aim of creating a positive knowledge and socio-cultural security stock, which raises awareness of crime and enhances the ability to confront it.

10. Arab and international experiences and practices that enhance its role in preventing and reducing crime.

The global security services resorted to using all new media and social media following the massive communications revolution that swept the world, as security institutions at all levels realized the importance of using and adapting modern technology, in consolidating the relationship between security institutions and society as an important source for obtaining information and reaching the largest possible segment. From members of society of various nationalities to contribute to maintaining security and public order, as well as supporting the efforts of the police institution in maintaining community security and preventing it from various forms of crime and confronting it, in addition to the pioneering awareness role it provides to all segments of society.

There are a number of global security practices and police applications in various fields Examples of applications of Arab security media programs in a number of basic axes of the security media system through descriptive analysis of a number of media components to achieve security media's basic goals of spreading culture and awareness. The wish.

In addition to many Experiences Realistic to enhance security, combat crime and terrorism, adapt technology and social networking sites, and international partnerships and agreements to enforce the law, to meet the challenges and obligations facing the police of the future, including violence against children, road security and safety, technical and technological development and the required legal legislation regulating it..... This Hall of this would contribute to enhancing security and combating crime in all its forms and modern methods.

11. Examples of Arab experiences in using media and social networking sites:
The UAE government uses official media and social media accounts to communicate with the public and listen to their needs and comments. The public can use the communication channels provided by the UAE government services to achieve communication and positive community participation, in addition to using the media and communication channels to constantly publish the instructions of the concerned authorities regarding precautionary measures. And preventive measures to reduce crime, the most prominent of which are:

- **model Recruiting "electronic accounts" for the Ministry of Interior and police agencies in the United Arab Emirates:** It has been employed in maintaining the security and stability of society, by investing in social networking sites not only in spreading security awareness and culture, but also in communicating with the community, which includes many nationalities and different cultures, as it has become a security arm to combat crime, track down the accused, and refute rumors, in addition to its use. In certain reports to identify missing and unidentified persons, and to address the public in accidents, fires, and emergency situations. This model is based on the importance of enhancing electronic presence through easy and innovative channels for the process of communication, communication and electronic participation with various spectrums and segments of society for public participation. The process of improving and enhancing our operations and developing our services is considered one of the most important pillars that the leadership pays every attention to. The goal of making electronic participation tools available. And that is through A number of e-participation tools on the next:(https://www.mocd.gov.ae/ar/security-center)
  - **Surveys The opinion:** where get up Security media centers Through its quality departments, it publishes Surveys Opinion from time to time to collect the largest possible amount of public opinion that will enable it to address security and service issues and events that concern and concern public opinion.
  - **Survey Customer satisfaction (Customers Satisfaction Surveys):** get up Through security media centers Its sub-departments Post some Questionnaires Electronically, on a regular basis, it aims to monitor the extent of public satisfaction with the efficiency of its operations and the quality of its services.
  - **Discussion forums (Discussion Forums):** These forums play an awareness-raising role through discussions and dialogues with the aim of providing advice and guidance to members of society regarding the information and procedures that must be adhered to protect lives and public and private property and everything that would reduce crime or fall into it through what they provide. Security media centers through their departments Specialized An outlet for the public to raise topics and discussions, provided that these topics are within the Ministry's tasks and competencies, and to allow communication and differing opinions and opinions among them.
  - **chat (Chat):** Security media centers through their sub-departments Live chat feature with the website management team, through which the public's inquiries and

questions can be responded to immediately. This service is available during official working hours only.

- **Comment forms (Feedback form):** allows Security media centers on its website, there are comment forms on some topics of interest to the public. In some cases, comment forms may require providing some initial user data (name, email) so that those in charge of the website can respond and provide feedback.
- **Blogs (Blogs):** electronic blogs are one of the electronic participation tools that allow the public to activate their own personal page through the service provider's website, through which the public can share their interests and opinions.
- **Complaints and opinions:** Availability Security media centers through their sub-departments the public has a system that allows them to submit complaints and opinions that contribute to developing and enhancing the quality of services provided, according to an approved institutional process methodology.

- **model social media Center in the Security Media Department**: As a result of the amazing progress of the media, especially electronic media, and the need to take advantage of its various capabilities as means of effective influence, it has helped many institutions, especially those related to the public and society. It has come to play a fundamental role in communicating with the public through alerts, tweets, and visual and audio clips to disseminate news and events of interest to the public., It contributes effectively to confronting and confronting crime, and preserving the security and stability of society by enhancing the public's participation and interaction with security incidents in a timely manner, and their rapid response to support police efforts through awareness and spreading security culture in thwarting many criminal plans, revealing the circumstances of crimes, and reaching perpetrators as quickly as possible.(https://www.moi.gov.ae/ar/media.center/news)
- **model service "Shoelace":** Where the Sharjah Police General Command launched In the United Arab Emirates new and verified account is on the TikTok platform, which specializes in creating short videos, thus becoming the seventh official channel on social media sites, which include (Instagram, Twitter, Facebook, Snapchat, YouTube, and WhatsApp) in addition to "Tik Tok," which is one of the interactive platforms. The activity, which has recently emerged and received a large response from followers, has become among the first in the world, in terms of the number of active followers, and the launch of the Sharjah Police account came through this application to contribute to highlighting police efforts, and delivering awareness and security messages, through security videos and film materials in different languages. To ensure that it reaches the largest possible segment of the public, and to enhance its security message. (https://www. security-tips.aspx)
- **model Service "Safety"**: and it is one of the most important initiatives of the Abu Dhabi Police General Command. It was launched in 2009 in order to enhance the societal role in maintaining a safe and stable society, as the Aman service is a security channel that operates with high professionalism around the clock and throughout the year to provide the public with the freedom to provide any information (Security - community - traffic - other) contributes to reducing and detecting crimes, and also ensures that the confidentiality of the person providing the information is maintained with the aim of spreading awareness and increasing the level of security and safety., next to The efforts of the Security Media Department in the Leadership Affairs Sector in "strengthening communication and community awareness" through the "Belanda Amanah" program, which is broadcast on Abu Dhabi FM Radio. Yin the United Arab Emirates. (https://www.adpolice.gov.ae/ar/aman)
- model **"Amin" service** :It is one of the most important initiatives of the Dubai Police General Command with the aim of creating a gateway for communication with all members of society, as the service provides safe, direct and confidential communication channels that operate 24 hours a day, 7 days a week to receive all information and comments from citizens and residents of the country in order to communicate with all

members of society in all their categories, sectors, languages and cultures. While preserving the privacy of callers, Al-Amin's service achieved community trust and it became one of the leading platforms for communicating with the public electronically and receiving all types of information, regardless of its nature (security, social, economic), with the aim of activating their role and participation in enhancing security and stability to be a deterrent solution for anyone who begs for it. It also includes attacking or depriving individuals of their rights and supporting the efforts of the security establishment to maintain the security of society and protect the state's gains and achievements.(https://alameen.gov.ae)

- **model Campaigns and programs via social media networks:** Within the framework of joint cooperation and coordination between the Security Awareness Departments of the General Administration of Community Service, and the management of social media networks such as "Twitter, Facebook, the Instagram website, and the YouTube channel" as new media, many campaigns and programs have been designed through social media networks, where they can reach a wide segment. Of the audience and of diverse groups and ages, as it shortens time and space and races against time in circulation across the audience categories so that it goes to them and does not wait for them to come to it through lectures, programs, and awareness events, the most prominent of which are:

  - **Awareness campaign under the slogan "Your protection is our goal** "Where the General Command of Civil Defense launched With a dash The UAE, in cooperation with regional civil defense departments, and coordinating with the Security Media Department at the Ministry of Interior, with the aim of enhancing the quality of life in society and spreading preventive awareness among its members to confront risks and challenges and preserve lives and property, through preparing documentaries, implementing courses via visual communication technology, and distributing awareness brochures. To segments of society in multiple languages to suit their different cultures, as well as intensifying prevention and safety campaigns through the media and social networking sites to clearly deliver awareness programs to protect lives and property through optimal employment of all capabilities, technologies and modern media to enhance prevention efforts to confront risks and challenges..(https://www.facebook.com/MOIUAE/photos/)

  - **"Your security is our happiness" campaign** This is in close cooperation with the Juvenile Awareness and Welfare Association, the General Traffic Department, the General Administration for Human Resources, the General Administration for Narcotics Control, and the General Department for Criminal Investigations, and its implementation comes in response to the directives of the Ministry of Interior and its strategy aimed at improving security media mechanisms and expanding the base of communication with members of society. Enabling them to view security events and learn about the efforts made to confront security challenges and prevent and reduce crime, in addition to the efforts made in the field of social security aimed at preserving the family entity, enhancing its role, and pushing the efforts of institutions and community activities in this field. (https://www.dubaipolice.gov.ae /home/media center)

12. Examples of international experiences in using media and social networking sites:

France's experience in combating crimes: Where this experiment was applied to monitor Monitoring extremist discourses in cyberspace through electronic media and social networking sites, These include using the Internet for criminal purposes such as cybercrime, which includes terrorist purposes, spreading false information or manipulating information on a large scale, espionage for political or economic purposes, and launching attacks on vital infrastructure, such as transportation, energy, communications, etc., for the purposes of sabotage. In 2009, France launched the "Pharos" platform with thirty police and gendarmerie officers specializing in cybercrimes, who analyze reports sent by Internet

users daily about extremist crimes and crimes against the French presidential palace. (https://www.skynewsarabia.com)

In addition, the main mission of this platform is to respond electronically and intervene in all conversations on social networks about religious and extremist topics, and to respond and clarify on social media and not leave these extremists alone to broadcast their propaganda. The counter-discourse must be ready to defend our values." The unit will also collaborate with the authority of the French Ministerial Committee for the Prevention of Deviance and Extremism, the executive body charged with coordinating between ministries to combat extremism.

The law, which was passed, is required Allen Council Wapp French social media platforms and search engines must remove content that incites hatred or terrorism within 24 hours of its publication, and violators are subject to punishment and a fine of up to (1.25) million euros. The draft law also places new restrictions on social media sites and search engines and requires them to in effective cooperation with justice, under the supervision of the Supreme Council for Audiovisual Media in France. According to a report published by the French Ministry of the Interior at the end of last October, after the "Minister of Citizenship Plenipotentiary" met with social media managers in France, including "Facebook, Twitter, Google, TikTok, and Snapchat" to discuss combating electronic extremism, this platform receives more than (20,000) reports per month, and it has It succeeded in removing more than 3,000 terrorist content since the beginning of this year.

The experience of the Kingdom of Saudi Arabia in security media: where The Ministry of Interior in the Kingdom of Saudi Arabia was the first to keep pace with the changes in digital media by opening accounts in social media applications, and among these applications and means is the Snapchat application. In addition to conducting dialogues with security leaders in the Kingdom and transmitting statements directly to citizens, the security snapshot was therefore considered a technology for transmitting information quickly and reliably.

The idea of this application is that the user photographs moments and excerpts from his diary and shares them with his audience. He may employ the use of these features of images or short visual video to convey news and information, as the user of the application has become like a mini television station. Conducting meetings and dialogues, he selects the news, photographs it, and publishes it on his account, and on this basis, influencers have appeared who use Snapchat in a number of medical fields. And educational, And cultural, And security, And others. Some influential figures have appeared on Snapchat, focusing their attention on security coverage, including the journalist Sami Al-Shaibani, owner of the "Security Snap" account, where he enjoys great follow-up in transmitting security activities, and this is done by transmitting the operations carried out by the security services in various parts of the Kingdom. ,

The Ministry of Interior also activated its official account on the Twitter platform and received great interaction, as it publishes awareness and warning content, and publishes news.! About arresting suspects in crimes committed and spread on social media Social, in addition to Launching an official account for her on the "Tik Tok" application.

13. Conclusion:
Security media tools are the latest tools used in managing law enforcement work, whether traditional media with its tools such as television, radio, newspapers, etc., or digital security media, which uses social networking sites as its environment, where it directs public opinion and may even contribute to creating and directing it as well. It confronts the rumors that are broadcast through these sites, which target a large audience and have serious

implications for security, whether criminal or national security. This provided the opportunity for many Arab and international practices and experiences to invest in the capabilities of media and social communication in the field of prevention and crime reduction, through public participation, the participation of the public and private media sectors, social networking sites and new communications technologies by presenting a variety of security media experiences that It helps enhance public participation in prevention and crime reduction through examples of best practices and lessons learned from around the world.

Based on the above, it can be said that employing new media platforms is a vital issue in supporting security media, getting its message across to the public, and achieving its goals in maintaining the security and stability of society. The media and social networking sites have become characterized by many characteristics, the most prominent of which are: interactivity, Asynchrony Participation and diffusion, movement and flexibility, universality, media fusion, attention and concentration, storage, and preservation. Today, it could draw visions in the minds of the masses and influence public opinion as it contributes to conveying ideas and opinions related to a specific issue to many people in different regions. From the world, and thus provides the opportunity to crystallize an international, regional or local public opinion supportive of some issues, in addition to the ability to communicate with others easily all over the world, which is the most important positive of social networking sites, and the effects of the media and social networking sites on the lives of individuals and society vary with their positive effects. And negativity.

14. Results and recommendations:
1. Holding workshops, conferences, and meetings to spread the culture of safe and purposeful use of electronic media, social networking sites, and virtual information space platforms.
2. Holding specialized training courses for those interested, and awareness programs through audio communication means and visual and electronic, in all their media and technologies, to enhance preventive efforts to achieve the highest levels of readiness.
3. The need to be initiative-taking Use centers Security media and its electronic platforms in strengthening law enforcement capabilities in establishing and guidance public opinion through traditional methods or through social networking sites in raising awareness and culture of society to prevent crime.
4. Preparing research, publications, and specialized studies in the scope of using all electronic media and social media aimed at enhancing the quality of security media services And the Encourages adoption of best usage standards Introduction and development of the police and security work system to prevent and reduce crime.

References

Ahmed I. (2019). The ideology of new media ideology and false consciousness an approach to persuasion strategies and reality creation, Journal of Media Studies, research published in the 8th issue of August 2019, pp. 64 et seq.

Alameen (n.d). https://alameen.gov.ae

Ashraf A. (2021). social media: growing influences and thorny roles in the Arab world, accessed May 21, 2021, electronic link: HTTPs.

Aman (n.d). https://www.adpolice.gov.ae/ar/aman/Pages/default.aspx

Digital (2020). A comprehensive look at the state of the internet, mobile devices, social media, and ecommerce, Hootsuite, https

Egyptian newspaper Al Mal (2021). Report ranking the most used social media sites around the world during January 2021 https://almalnews.com

hootsuite (n.d). https://www.hootsuite.com/pages/digital-trends-

Izdihar M. (2017). Social Media Sites and the Making of Public Opinion, Al-Wahda Al-Islami Magazine, (Lebanon), Sixteenth Year, Issue (181), January 2017, through the following link: HTTPs://bit.ly/3b5LbFc

Ibrahim A. (2021). The negatives and positives of social networking sites, accessed May 20, 2021, AD, the following link: https://bit.ly/2IWGO3c.

Ibrahim Y. (2019). (value and behavioral) effects of new media on users, Generation Journal of Humanities and Social Sciences, Issue (50), Algeria, March 5, 2019, available at the following link: HTTPs://bit.ly/3dbMB2z

Khaled H. (2015). New media...the challenge of values, Arab Magazine, August 14, 2015, through the following link: HTTPs://bit.ly/2QqFAkH

Moatasem B. (2014). The Ideology of Social Networks, and the Formation of Public Opinion (Khartoum, Al-Tanweer Center 2014, Al-Tala'a Al-Awala, pp. 191-192.

Muhammad A. (n.d). The'sArticle published on LinkedIn 2023.https://www.linkedin.com/pulse

Moatasem M. (2012). The role of media programs in developing security awareness and combating terrorism, obstacles, and challenges - Naif Arab University for Security Sciences, Riyadh, June 252012.

Ministry of Interior, United Arab Emirates, security awareness topics, date of access to the electronic link: 5/30/2021 AD https://www.moi.gov.ae/ar/media.center/news

Ministry of Community Development, UAE, Security Awareness, www.mocd.gov.ae/ar/security-center.

Maryam M. (2020). Social Media Statistics You Need to Know in 2020, obeli, 7 Nov 2019,https://bit.ly/3d5W2AI

Media center (n.d). https://www.dubaipolice.gov.ae/wps/portal/home/mediacenter/advertisement

MOIUAE (n.d). https://www.facebook.com/MOIUAE/photos/

Meta Reports Fourth Quarter and Full Year 2022 Results, https://investor.fb.com/investor-news/press-release-details/2023/Meta-Reports-Fourth-Quarter-and-Full-Year-2022-Results/ default. asps

Police news (n.d). https://shjpolice.gov.ae/Pages/PoliceNews

Skynews (n.d) https://www.skynewsarabia.com